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## What is claimed is:

evaluating a collection of one or more items of a customer to identify at least one of

(a) at least one item in the collection and (b) a value of at least one item in the collection; and

routing a contact of the customer to at least one of a working agent and queue in the

contact center based on the at least one of an item in the collection and the value.

- 2. The method of Claim 1/wherein the collection is an electronic order accessed via a network by a computational component associated with the contact center.
  - 3. The method of Claim 2, wherein the computational component is an applet.
  - 4. The method of Claim 1, further comprising:

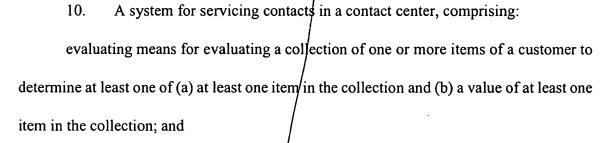
providing the customer with at least one web page that describes the at least one item and wherein the routing step follows a step of clicking on an icon on the at least one web page.

5. The method of Claim 1, further comprising:

comparing the at least one (a) and (b) with predetermined information to determine the destination of the routing step.

- 6. The method of Claim 5 wherein at least one item in the collection is compared with a list of items to determine the destination of the routing step.
- 7. The method of Claim 5, wherein the value is compared with a predetermined value to determine the destination of the routing step.
- 8. The method of Claim 1, wherein the routing step further considers at least one of the following: the identity of the customer, a file address associated with the customer, the historical business relationship with the customer, and an estimated business value of the customer.
- 9. The method of Claim 1, wherein the customer has accessed the contact center via a network and the evaluating step includes the step of evaluating the value and nature of the at least one item in a shopping cart, wish cart, or wish list.

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routing means for routing a contact of the customer to at least one of a working agent and queue in the contact center based on the at least one of (a) and (b).

- 11. The system of Claim 10, wherein the collection is an electronic order accessed via a network by a computational component associated with the contact center.
  - 12. The system of Claim 11, wherein the computational component is an applet.
  - 13. The system of Claim 10, further comprising:

providing means for providing the customer with at least one web page that describes the at least one item and wherein the routing means receives a signal in response to the customer's clicking on an icon on the at least one web page.

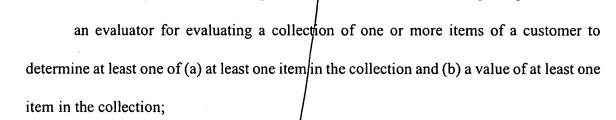
14. The system of Claim 10, further comprising:

comparing means for comparing the at least one of (a) and (b) with predetermined information to determine the objective of the routing means.

- 15. The system of Claim 14, wherein the comparing means compares at least one item in the collection with a list of items to determine the objective of the routing means.
- 16. The system of Claim 13, wherein the comparing means compares a value of at least one item in the collection with a predetermined value to determine the objective of the routing means.
- 17. The system of Claim 10, wherein the evaluating mans evaluates the value and nature of the one or more items and the evaluating means is a computational component that is networked with a second computational component operated by the customer.

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18.



A system for servicing contacts in a contact center, comprising:

a router for routing a contact of the customer to at least one of a working agent and queue in the contact center based on the at least one of (a) and (b).

- 19. The system of Claim 18, wherein the collection is an electronic order accessed via a network via a computational component associated with a contact center.
  - 20. The system of Claim 19, wherein the computational component is an applet.
  - 21. The system of Claim 18, further comprising:

a web server for providing the customer with at least one web page that describes the at least one item and wherein the router receives a signal in response to the customer's clicking on an icon on the at least one web page.

22. The system of Claim 18, further comprising:

a comparer for comparing at least one of (a) and (b) with predetermined information to determine the destination of the router.

- 23. The system of Claim 22, wherein the comparer compares at least one item in the collection with a list of items to determine the destination of the router.
- 24. The system of Claim 22, wherein the comparer compares a value of at least one item in the collection with a predetermined value to determine the destination of the router.
- 25. The system of Claim 18, wherein the evaluator evaluates the value and nature of the one or more items and the evaluator is a computational component networked with a second computational component operated by the customer.